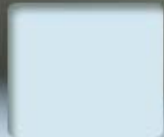# Welcome

Corporate Partners Meeting
March 6, 2009

Emerging Trends in Highway Safety

Andrea Summers, Community Relations Officer

2008 Fatal Statistics

- 122 deaths total – up by 4

- 42 alcohol related (34%) – 12% decrease

- 51% aggressive driving – 11% decrease

- Motorcycles – 16 (down)

- Pedestrians – 22 (up)

- Bicyclists – 6 (up)

2009 to date statistics

- 15 fatal crashes
- 19 deaths (up by 6)
- 5% alcohol related
- 40% speed related/73% aggressive driving related
- 16 vehicle occupants (75%) not wearing seat belts
- 2 pedestrians
- 1 motorcyclist

Emerging Issues

- Increased fatalities

- Speed

- Lack of seat belt use

DAY & NIGHT

BUCKLE UP. CLICK IT OR TICKET.

DELAWARE OFFICE OF HIGHWAY SAFETY

Results

- 14 Police agencies
- 8 checkpoints
- 19 saturation patrols
- 390 seat belt arrests
- 13 child restraint arrests
- 13 DUI arrests
- 13 wanted people arrested
- 9 drug arrests
- 9 felony arrests

Upcoming Programs

- March
  - Pedestrian Safety
  - St. Patrick's

- April
  - Underage Drinking
  - Bicycle Awareness

- May
  - Click It or Ticket
  - Motorcycle Safety

Upcoming Programs

June
- Bike Safety
- ? Stop Aggressive Driving

- July
  - Checkpoint Strikeforce

- August
  - Motorcycle Awareness

- September
  - Child Passenger Safety Week

Effective Ways to Reach Your Audience

Tools you can use

- Corporate Outreach Website

  https://ohs.delaware.gov/information/Corp.shtml

- Traffic Safety News- monthly email

- Standing Order materials

Effective Ways to Reach Your Audience

Resources

- OHS Website www.ohs.delaware.gov
- National Highway Traffic Safety Administration www.nhtsa.gov
- Network of Employers for Traffic Safety www.trafficsafety.org
- Stop Impaired Driving www.stopimpaireddriving.org

Community Partners

- Merritt Burke, Kent/ Sussex CTSP

- Cindy Genau, New Castle CTSP

- Anthony Aglio, Pedestrian and Bicycle Safety, Del DOT

Looking Forward

Corporate Partner Awards

- Outstanding Outreach Award

- OHS - Hero Award

- Outstanding Program Award

- Outstanding Partner Award

- Contact through July

Thank you
For keeping our roadways safe